

**REPORT/RECOMMENDATION TO THE BOARD OF SUPERVISORS
OF SAN BERNARDINO COUNTY, CALIFORNIA
AND RECORD OF ACTION**

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November 30, 2004

FROM: JAMES A. FELTEN, Director
Department of Public Health

SUBJECT: AGREEMENT WITH CALIFORNIA OFFICE OF TRAFFIC SAFETY FOR EDUCATION
ON DRIVING UNDER THE INFLUENCE AND CHILD PASSENGER RESTRAINTS
PROGRAM

RECOMMENDATION:

1. Approve Agreement with California Office of Traffic Safety for an Education on Driving Under the Influence and Child Passenger Restraints Program, in the amount of \$667,327, for the period October 1, 2004 through September 30, 2006.
2. Authorize Auditor/Controller-Recorder to increase appropriations and revenues in the Department of Public Health's Fiscal Year 2004/2005 budget in the amount of \$223,533 as detailed in the Financial Impact Section (four votes required)
3. Authorize the addition of one (1) new position, classified to Health Education Assistant, Administrative Unit, R43, (\$34,653 – \$44,242), subject to classification review.

BACKGROUND INFORMATION: This item requests approval of an Agreement with the California Office of Traffic Safety for an Education on Driving Under the Influence and Child Passenger Restraint Program, in the amount of \$667,327, for the period October 1, 2004 through September 30, 2006.

The Driving Under the Influence program will involve development and implementation of a comprehensive media campaign regarding the perils of driving under the influence, including community awareness, classroom-based education to local middle and high school students, and radio and print media.

The Child Passenger Restraints program will involve expansion of the current child passenger safety program through additional community awareness and classroom-based education, offering of additional fitting stations, and development of educational materials and training videos.

The current Child Passenger Safety program intends to reduce the incidence of death and injury caused by motor vehicle crashes in children 0-9 years of age. This program has been administered by the San Bernardino County Department of Public Health since 1996. Services under this program have included parent education classes, training for professionals, provision of low cost car seats to low and moderate income residents of San Bernardino County, car seat check ups, community presentations, and public awareness campaigns. Additionally, the Department's current program, also funded by the California Office of Traffic Safety, utilizes the community linkages and outreach efforts of six community based organizations to provide countywide education and public awareness on such traffic related issues as bicycle safety, child restraint usage, and driving under the influence.

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	<u>Fund</u>	<u>Dept</u>	<u>Org.</u>	<u>Appr.</u>	<u>Object</u>	<u>Amount</u>
APPROPRIATIONS						
Regular Salaries	AAA	PHL	PHL	100	1010	28,650
				Sub-total 100s		\$28,650
Communications	AAA	PHL	PHL	200	2035	1,000
Non-inventoriable Equipment	AAA	PHL	PHL	200	2130	5,611
Special Department Exp.	AAA	PHL	PHL	200	2135	58,772
Training	AAA	PHL	PHL	200	2140	5,000
General Office	AAA	PHL	PHL	200	2305	5,500
Printing	AAA	PHL	PHL	200	2323	14,700
Advertising	AAA	PHL	PHL	200	2355	40,000
Mgmt. & Tech Services	AAA	PHL	PHL	200	2424	8,300
Other Professional	AAA	PHL	PHL	200	2445	45,000
Rent/Lease of Equipment	AAA	PHL	PHL	200	2895	6,000
Mileage	AAA	PHL	PHL	200	2920	5,000
				Sub-total 200s		\$194,883
				Total Appropriation Increase		\$223,533
REVENUES						
State Aid	AAA	PHL	PHL		8710	\$223,533
				Total Revenue Increase		\$223,533

COST REDUCTION REVIEW: The County Administrative Office has reviewed this agenda item and recommends approval as it will impose no additional cost to the County and will allow the Department to better meet the health needs of San Bernardino County residents.

SUPERVISORIAL DISTRICT(S): All

PRESENTER: James A. Felten, Public Health Director, (909) 387-9146